

Communication Plan

The District remains committed to communicating all elements of this reopening plan to students, parents and guardians, staff and community. The plan will be available to all stakeholders via the District website www.twinriversusd.org (with Spanish and Hmong translations), and will be updated throughout the school year as necessary to respond to local circumstances.

Timely and effective communication about health and safety protocols and schedules will be critical. The District will use its existing communication modes as well as appropriate signage/posters to support the dissemination of consistent messaging regarding new protocols and procedures, expectations, requirements and options related to school operations throughout the pandemic.

Goals

- Provide students, staff and families with clear and ongoing communication about the actions the District is taking—step-by-step—prior to and during the reopening of schools for in-classroom instruction. This includes, but is not limited to, guidance on the school protocols related to health and safety guidelines, transportation, and nutrition and food service programs.
- Make Health and Safety reopen plans available and accessible, in English, Spanish and Hmong.

Audience

- TR staff
- Students and families
- Community leaders
- Community education partners
- SCOE
- Public health officials

Messaging

Clear messaging will continue to be prepared and consistently communicated before the return to in-class instruction, **recognizing differences between districtwide messaging, building-level messaging and classroom-level messaging**. Topics include, but are not limited to:

- District policies/procedures, including how to properly wear and dispose of a face mask/respirator, etc.
- Who to contact with questions/concerns.
- The importance of social distancing, monitoring symptoms of COVID-19 and when to stay home, proper hand hygiene, respiratory etiquette.
- Set protocols for entrance (screening) and the review process for staff calling in sick. Constant reminders for staff to stay home if they feel sick.
- The facts as we currently know them from public health officials.

Communications Channels

Information will be dispersed in a variety of platforms that include:

- Superintendent's Friday Update
- District website/school webpages
- Aeries Communication - email and texts
- Constant Contact - E-news to families (weekly)

- Correspondence (letters) to homes
- Social media accounts used by the District/schools
- Zoom meetings/Town Halls
- Videos
- Talking points to guide leadership response to questions from families
- Auto-calls, as needed

Website

- Create a new banner with a link to dedicated and redesigned webpage with the Safety Plan – with translations in Spanish and Hmong. Share with school webpages.
- Update website any time there is new information to share.
- All content intended for parents/students translated into Spanish and Hmong.
- Online list of resources for families.
- Post video webinars for parents as they are made available.
- Develop infographics addressing questions of high interest.
- Update FAQs.



Community Relations

- Be responsive to social media/email/phone inquiries from the public.
- Monitor social media comments and metrics, as well as website metrics, to determine what information is proving most useful to families/community.
- In collaboration with TR Student Health and Wellness Coordinator, continue to develop holding statements that address a variety of scenarios, including when a new case or cases of COVID-19 are identified in students or staff, including a description of how the school or District is responding.